

# 2005 Moo Booth™ Opportunities for Involvement

*Please consider these opportunities for being part of the positive educational message and marketing opportunity that is presented in the Minnesota State Fair Moo Booth™.*

*\*\*\*Many of these items may be jointly sponsored. We would be happy to discuss partial sponsorships with you.*

**1. “\_\_\_\_\_” Day at the Moo Booth™:** Several days are available for sponsorship at the Moo Booth™. Sponsors supply prizes/products/coupons for the entire day and/or a monetary donation, most sponsors also supply volunteers. Three partial days are available, otherwise full days are available. *Please contact us for more information on this program.*

**2. Product Sample Give-Aways:** We have opportunities for your product to be sampled. Whether it be a partial day to several days of give-aways or samples for the entire Fair. We have many opportunities to get your product in front of an engaged consumer audience. *Please contact us for more information on this program.*

**3. Co-sponsor of a Contest:** We have opportunities for sponsoring contests for the 2004 Fair. We are currently seeking sponsorship for the following: Great Minnesota Moo-Off; Milk Chug-a-lug Contest; Milk Mustache Competition; Celebrity Milking Contest; Moo Walk Moo Talk; Celebrity Butter Carving Contest; Celebrity Animal Calling Contest; Butter Carve-O-Rama; and the Daily Dairy Quiz Competition.

**Amount needed:** varies depending on event typically \$300 per event, or \$750-\$1000 for multiple day events.

**4. Sponsor a Special Event:** We have opportunities for sponsoring a wide variety of special events, including sponsor product parties for the 2005 Fair. These provide a great marketing opportunity for sponsors to reach an engaged consumer audience. *Please contact us for more information on this program.*

**5. Prizes:** Another area for sponsors is in the area of prizes for booth activities. These prizes offer sponsors the opportunity to showcase their products through provision of actual products, coupons, gift certificates, give-away items with product names/logos. This is an excellent opportunity to get potentially thousands of units with your name on it into the hands of eager consumers.

Prizes are used for our "Moo-lette" wheel, some special competitive events and test your knowledge quizzes. Prizes could be: *non-perishable products (special provisions would need to be made for perishable products), coupons for free products or discounts on products, logo give-aways items: pens, key chains, pencils, t-shirts, caps etc.; Coupons for products on the Fairgrounds; Anything really!*

**Amount needed:** any amount you feel that you would be able to give. Smaller quantity prizes are either used for competitive events prizes or mixed with other prizes for the Moo-lette Wheel. We can use hundreds to thousands of small or medium items and hundreds of larger items.

**6. Volunteer T-Shirts:** T-shirts are provided for the hundreds of volunteers and staff of the booth. These shirts are very popular with the recipients and are worn year round with pride. Sponsors may include a logo on the shirt. Partial sponsorships are available.

**Amount needed:** \$5000-6000\*\*\*

*Please see the reverse side for additional opportunities...*

**7. Direct Financial Support:** Direct financial support will allow the development of additional displays, activities, our web site and learning materials for the booth. This area is particularly important as we begin to develop new displays for some of the aging displays in the booth. Sponsors interested in sponsoring a particular display, activity or learning material will have the opportunity to have their name included in what they sponsor in some way.

**Amount needed:** Any amount

**8. Internships:** Assistance in helping to fund internship positions and mini-internships to help coordinate activities of the booth. The interns will work with volunteers; public relations; fund raising; educational material development and all other aspects of the booth. Funding this position would not only benefit the Moo Booth™ but would offer a wonderful development opportunities for the interns.

**Amount needed:** \$1500-2500

**9. Volunteers:** We can use assistance in securing additional volunteers to staff the booth. All booth volunteers will receive a free ticket into the fair. We attempt to staff the booth with as many volunteers as possible, so this is a very important area. We try to recruit volunteers from all aspects of the dairy and cattle industries, we also have a few positions where our less knowledgeable friends would feel comfortable working.

**Amount needed:** unlimited need

**10. Participation Ribbons:** Sponsorship of Expert Cowhand™, "I Milked a Cow at the Minnesota State Fair" and other ribbons is needed.

**Amount needed:** \$50/roll of 600 ribbons

**11. Other** - We are also open to your ideas as well. Tell us how you would like to participate.

### ***How will sponsors be recognized?***

Sponsors will be recognized in a number of ways depending on type, level of sponsorship and timing of sponsorship commitment. The following are some of the options:

- Recognition on sponsor signs within the booth.
- Inclusion in news articles and press releases related to the booth.
  - Sponsor name included on articles passed out from the booth.
  - Sponsor name included on sponsored display.
- Sponsor of a day at the Moo Booth™ listed in the State Fair Daily Schedule.
  - Sponsor of an activity listed in the State Fair Daily Schedule.
- Sponsor name included on Moo Booth Web Page [www.moobooth.org](http://www.moobooth.org) along with a link to the sponsor's web page.

If you would like additional information about any of these opportunities or if you would like to discuss participating in the Moo Booth in any way, please contact:

Doris Mold  
Milking Parlor Superintendent/Moo Booth™ Coordinator  
c/o Competitive Exhibits  
Minnesota State Fair  
1265 Snelling Ave. N.  
St. Paul, MN 55108-3099  
phone: 715-822-6347/ fax 715-822-6341  
E-mail: [moobooth@sunriseag.net](mailto:moobooth@sunriseag.net)

# 2005 Moo Booth™ Opportunities for Involvement Sponsorship Return Form

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Organization/Company \_\_\_\_\_

Sponsor's name as it should be listed for recognition:

\_\_\_\_\_

*We would like to provide the following:*

## **Monetary Donation**

Amount \_\_\_\_\_ Designated Use \_\_\_\_\_

**We would like to sponsor a day at the Moo Booth (August 25-September 5, 2005)**

Preferred Date(s) \_\_\_\_\_

## **Give Away Items**

Amount \_\_\_\_\_ Item Description (s) \_\_\_\_\_

\_\_\_\_\_

**Other**, please specify \_\_\_\_\_

Amount \_\_\_\_\_ Item Description (s) \_\_\_\_\_

**We are interested in exploring long term sponsorship opportunities to support the updating and enhancement of the Moo Booth™ and the development of traveling exhibits.** (This is separate to sponsorship for the 2005 Fair)

\_\_\_\_\_ Yes \_\_\_\_\_ Not at this time

*Checks should be made out to: **Minnesota State Fair Moo Booth™.***

Return this form to:

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Milking Parlor Superintendent/Moo Booth™ Coordinator  
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